

93-48

From: Cadiz <hstcadiz@maui.net>
To: A16.A16(kidstv)
Date: 9/3/95 3:44am
Subject: Required Programming

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SEP - 5 1995

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

Your message on public radio on friday rang so loud and clear..."for this (using the public airways) they pay us absolutely nothing." We agree that it is long overdue to spell out some minimum programming requirements for the major networks. Ignorance will be the scourge of our nation. We must take every inch of opportunity to provide meaningful, enlightening media not only for children but for parents. And it should be offered at times when children are destined to turn on the tube...like between 4pm and 8pm. It's too bad that it should have to be mandated, but as long as profit seeking superseeds civic duty, mandates will probably be neccessary.

We are fed up with the garbage that pervades the airways. So many mindless sitcoms and gossip shows...it is sickening! You are right on!!!

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From: David A. Quick <daquick@CapAccess.org>
To: A16.A16(kidstv)
Date: 9/2/95 6:07pm
Subject: Responsibility and the public airwaves

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

I am writing to express my support for requiring broadcasters who use the public airwaves every day for quality children's programming. (By quality programming, I mean educational programs, not "program-length commercials.") I am in favor of the FCC's tightening licensing requirements in this and in other areas relating to public service broadcasting.

David Quick
4614-B 28th Road S.
Arlington, VA 22206-1102
703/379-9679
DAQuick@CapAccess.org

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From: Ross Donnelly <rdonnell@nando.net>
To: A16.A16(kidstv)
Date: 9/1/95 9:54pm
Subject: Programming for children

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FEDERAL COMMUNICATIONS COMMISSION
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I am very much in favor of requiring television stations to provide educational programming for children. We have two children, ages 12 and 9, who are not selective in their television viewing. They want to watch television and will generally choose the best program available. When the choices are universally poor, however, they will still watch. Our solution has been to restrict the times when they can watch television, which automatically eliminates many of the most vapid and objectionable programs.

I think to be most effective, a requirement to increase the number of hours when broadcasters must provide educational programs should stipulate that the programs be provided when young children are watching television. In our household that would be in the late afternoons when the children get home from school, and on Saturday mornings. The children generally do not watch television after supper on school nights, and on the weekends we will rent a video if there are no evening shows suitable for the family to watch. Other families may have different viewing habits, however, so I believe we need a system which requires broadcasters to coordinate their educational programs to insure that something is available during all the viewing hours when children are likely to be watching.

--Ross Donnelly

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

From: Will Pettinger <vax@magicnet.net>
To: A16.A16(kidstv)
Date: 9/1/95 5:56pm
Subject: Public service regulation enforcement

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Good Afternoon!

Or good morning!, if you ladies and gentlemen don't get to read this until after the Labor day holiday! On my afternoon drive home from work, I noticed a story on NPR about the FCC beginning a new era of enforcement of the code that regulates television stations, coercing them into providing "public service".

I felt I should write the moment I arrived at home, but instead of letting my fingers run out way ahead of my brain, I decided to ponder the matter for an hour or so prior to forwarding my ideas. Here's what I've sorted out:

The moral fabric of this society continues to deteriorate, without a doubt. I cringe at the thought of the exposure our two-month old son will get after he enters the education system in this country. I also believe that it is not the everyday Joe that is to blame, but our corrupt and overbearing government. We really don't need politicians deciding what we watch on TV, listen to on the radio, or read in magazines. We as parents and families solely determine what quality of life and moral values are instilled in generations to come. Ineffective and expensive regulations only serve to waste money and make people lazy. Lazy in that they'll expect Uncle Sam to make everything right and good, and when it screws up, they can blame Uncle Sam, too, instead of accepting the responsibility of their own shortcomings and trying to improve on their next time out.

Government regulation makes people lazy and irresponsible. If we, as parents, feel that TV programming is destroying our lives and warping the mentality of our children, we all know how to unplug the damn thing!

Thanks for listening!

Will Pettinger

Will Pettinger
Cycle Path <http://www.magicnet.net/cyclepath>
800-5cycle9

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

From: <peter@ASUCLA.UCLA.EDU>
To: A16.A16(kidstv)
Date: 9/1/95 6:42pm
DOCKET FILE COPY ORIGINAL

Dear Friends:

I am responding to proposed changes in Network programming. To be specific, I am concerned with the lack of educational and public interest programming. I believe two forces are at work, side-by-side, in this arena.

One, the over commercialization of our airwaves, and two, the dangerous trend of merger after merger. I hope that educational programming will expand, but if your agency elects to allow these huge mergers, and changes proposed in Congress to deregulate commercial interests on our airwaves, we will undoubtedly find more 'slimy' programming on our airwaves. Please remember that independent programmers better represent their local communities. This latter point may be an important consideration in the current debate on Kids programming.

Sincerely,

Peter Martin Hein

PS- Please send me info on any website or other email services available for US folks.

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SEP 5 1995
FCC MAIL ROOM

August 31, 1995

DOCKET FILE COPY ORIGINAL

Secretary
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

Re: MM Docket No. 93-48

Dear Mr. Secretary:

This year marks my 30th year in broadcasting. I have been proud in the past, am currently proud, and I'm sure will be proud in the future of the role broadcasting has played in educating, informing and entertaining our citizens. I include in that our children. Clearly, broadcasters have a special responsibility when it comes to the programming designed for our younger viewers.

While, as managers, we need to be actively involved in what we put on our air, we do not need the FCC to tighten its rules implementing the Children's Television Act, which might possibly include the setting of numerical quotas for children's programming.

While I can only speak from the standpoint of what we do at our station, I know from my years in this business how careful broadcasters are in not only scheduling programming for children but in seeking opportunities within their individual communities to be involved in projects directly benefiting our young viewers, projects such as joint reading programs with local libraries, promoting science fairs or being involved with special science projects at local science museums, special campaigns and/or PSA's built around safety including but not limited to sports safety, bicycle safety, school safety, traffic safety, and the list goes on and on. I might add that all these projects and/or campaigns are treated as PSA's and no one in the community is charged. It's something the broadcaster feels a responsibility to provide.

We do not need new rules quantifying the amount of children's programming. What we need is for the Commission to encourage and support broadcasters in their quest as we diligently work within our individual communities to be responsive and responsible to the needs of all our viewers, including children. This also includes short segment programming. I'm sure I don't have to remind you that

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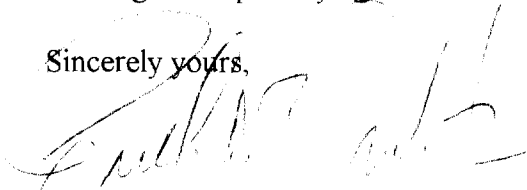
One Television Place
Charlotte, NC 28205
(704) 372-1800
FAX (704) 376-3415

Page 2
Secretary, FCC
September 1, 1995

sometimes a child's attention span is not 30 minutes or one hour. Short segment programming can have a terrific impact and can drive home the point much more effectively than longer segment programming; therefore, please do not take away our ability to make a difference by not giving us credit for short segment programming.

As I stated at the beginning, I'm proud of what broadcasters do for our young viewers. The Commission likewise should be proud and should encourage broadcasters and not hamper us by creating rules quantifying the amount of educational and informational children's programming.

Sincerely yours,

A handwritten signature in dark ink, appearing to read "Cullie M. Tarleton", written over a light blue horizontal line.

Cullie M. Tarleton
General Manager

CMT/mkl

cc: Chairman Reid Hundt
Commissioner Jim Quello
Commissioner Andrew Barrett
Commissioner Susan Ness
Commissioner Rachelle Chong

Via CERTIFIED MAIL

COSMOS BROADCASTING CORPORATION
POST OFFICE BOX 789
GREENVILLE, SOUTH CAROLINA 29602
(803) 292-4371

August 31, 1995

Secretary
Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

Dear Mr. Secretary:

As the Commission prepares to begin its rule making proceedings regarding the Children's Television Act (MM Docket No. 93-48), I would offer the following comments. First let me say that I believe the eight network-affiliated stations operated by our company, Cosmos Broadcasting, are more than meeting their obligation to educational children's programming in the communities we serve.

From the emmy award winning MR. KNOZIT on WIS-TV in Columbia, SC to KALEIDOSCOPE KIDS on WLOX-TV in Biloxi, MS, Cosmos stations are offering educational children's programming in time periods designed to accommodate young viewers. In addition, we are working with our school systems to include young people in the production of these shows. We have developed group children's specials which will be used by all Cosmos stations, along with quality syndicated programs where required. The point is, Mr. Secretary, as I offer comments, I am not "firing from an empty gun."

Since the Act was passed, there has been a significant increase in the volume of educational programs produced, both locally and in syndication. Broadcasters clearly understand the current definition of "educational and information children's programs." In my opinion, that definition need not be changed. Simply put, the Act, and the Commission's current rules are having the desired effect.

Given the attention span of children, some of the most important elements produced are the so-called "short form" program segments, or informational vignettes. Broadcasters should get credit for programming in this format.

At a time when a majority of the people in this country are rejecting "quotas" of any kind, the mere suggestion that broadcasters should have to deal with quotas for children's, or any other type of programming, smacks of bureaucratic arrogance. Any future attempt to tie quotas to spectrum assignment would, in my opinion, amount to regulatory extortion. The

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First amendment conflict with programming quotas is so obvious it needs no further comment.

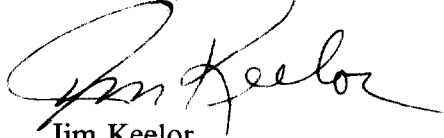
Through recessions, media consolidations and development of the "information superhighway," local broadcasters have and will continue to survive because they understand that a local station must serve its community. A commitment to educational children's programming is, and will be, an important part of that commitment.

A common sense approach to children's viewing habits would concede that while "you can lead a child to educational television programming, you can't make him watch" (unless, of course, mom puts a ball and chain on his leg and hides the remote). The point is, despite the best efforts to produce, schedule and promote educational programming, children, when given a free choice, often select more entertainment-oriented fare.

Does that mean there should not be a serious effort to make educational programming available? Of course not! That programming is available now. It does mean, however, that each station in a market should not be operationally and financially burdened with the requirement to produce redundant programming to a small and reluctant audience. Do not the millions of dollars we taxpayers provide for educational programs on public television count for anything?

I would submit, sir, that the Act is working. The Commission's vigilance on the children's issue is having the desired results. The diversity and quality of children's programs available right now is real. Further efforts to regulate, dictate or mandate program numbers, choices or content simply go against the wishes of the American people. Free choice, less regulation and less bureaucracy are today's call. Are you listening?

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Keelor", written over a horizontal line.

Jim Keelor

President

COSMOS BROADCASTING CORPORATION

803/292-4366

nls

cc The Honorable Reed Hundt
 The Honorable James Quello
 The Honorable Andrew Barrett
 The Honorable Susan Ness
 The Honorable Rachelle Chong